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Commissioner for Patents
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No. 10/669,791
For: SYSTEM AND METHOD FOR SEGMENTING AND
TARGETING AUDIENCE MEMBERS
Our Reference No: 54820-00602

Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office in connection with the above-referenced application are the following documents:

- (1) Information Disclosure Statement (2 pages);
- (2) PTO/SB/08A (3 pages); and
- (3) 2 non-U.S. cited references.

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. No certification or fee is required.

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,

CHRISTOPHER M. TOBIN, Reg. No. 40,290

Enclosures

CMT/la



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

APPLICANT: Joseph G. Wilson
APPLICATION NO.: 10/669,791
FILING DATE: September 25, 2003
TITLE: System and Method for Segmenting and Targeting Audience Members
EXAMINER: Unknown
GROUP ART UNIT: 2154
ATTY. DKT. NO.: 54820-00602

Commissioner for Patents
Alexandria, VA 22313-1450

Information Disclosure Statement

Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. Enclosed is a copy of each listed non-U.S. reference that may be material to the examination of this application, and for which there may be a duty to disclose.

The filing of this Information Disclosure Statement shall not be construed as a representation regarding the completeness of the list of references, or that inclusion of a reference in this list is an admission that it is prior art or is pertinent to this application, or that a search has been made, or as an admission that the information listed is, or may be construed to be, material to patentability, or that no other material information exists, and shall not be construed as an admission against interest in any manner.

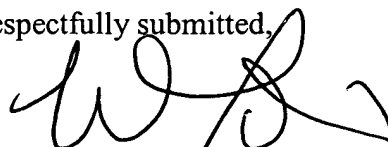
It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. Applicants submit that no certification or fee is required for consideration of this Information Disclosure Statement.

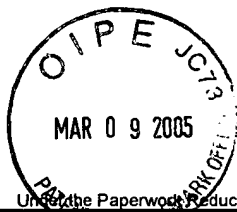
If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Date: March 9, 2005

Respectfully submitted,



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PTO/SB/08A (08-03)

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	Joseph G. Wilson
Art Unit	2154
Examiner Name	Unknown
Attorney Docket Number	54820-00602

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 6,807,558	10/19/2004	Hassett et al.	
		US- 6,785,704	08/31/2004	McCanne	
		US- 6,778,975	08/17/2004	Anick et al.	
		US- 6,763,334	07/13/2004	Matsumoto et al.	
		US- 6,757,682	06/29/2004	Naimark et al.	
		US- 6,714,917	03/30/2004	Eldering et al.	
		US- 6,708,203	03/16/2004	Makar et al.	
		US- 6,704,727	03/09/2004	Kravets	
		US- 6,698,020	02/24/2004	Zigmond et al.	
		US- 6,665,837	12/16/2003	Dean et al.	
		US- 6,611,842	08/26/2003	Brown	
		US- 6,606,745	08/12/2003	Maggio	
		US- 6,563,514	05/13/2003	Samar	
		US- 6,560,578	05/06/2003	Eldering	
		US- 6,526,406	02/25/2003	Suzuki et al.	
		US- 6,385,619	05/07/2002	Eichstaedt et al.	
		US- 6,324,519	11/27/2001	Eldering	
		US- 6,269,361	07/31/2001	Davis et al.	
		US- 6,154,783	11/28/2000	Gilmour et al.	

FOREIGN PATENT DOCUMENTS

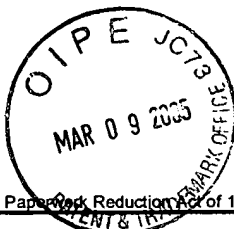
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
		WO02065331	08/22/2002	Lasoo Inc.		
		WO0190956	11/29/2001	Matchcraft Inc.		

Examiner
SignatureDate
Considered

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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(Use as many sheets as necessary)

Sheet **2** of **3****Complete if Known**

Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	Joseph G. Wilson
Art Unit	2154
Examiner Name	Unknown
Attorney Docket Number	54820-00602

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		Number-Kind Code ² (if known)			
		US- 6,108,645	08/22/2000	Eichstaedt et al.	
		US- 6,078,866	06/20/2000	Buck et al.	
		US- 20040073538	04/15/2004	Leishman et al.	
		US- 20040054661	03/18/2004	Cheung et al.	
		US- 20040039733	02/26/2004	Soulanille	
		US- 20030220912	11/27/2003	Fain et al.	
		US- 20030212648	11/13/2003	Cunningham et al.	
		US- 20030208474	11/06/2003	Soulanille et al.	
		US- 20030149937	08/07/2003	McElfresh et al.	
		US- 20030093285	05/15/2003	Colace et al.	
		US- 20030055816	03/20/2003	Paine et al.	
		US- 20030033292	02/13/2003	Meisel et al.	
		US- 20030028529	02/06/2003	Cheung et al.	
		US- 20020169760	11/14/2002	Cheung et al.	
		US- 20020165849	11/07/2002	Singh et al.	
		US- 20020002445	01/03/2002	Doliov	
		US- 20010051940	12/13/2001	Soulanille	
		US- 20010047354	11/29/2001	Davis et al.	
		US- 20010042064	11/15/2001	Davis et al.	

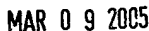
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		Country Code ³ ~Number ⁴ ~Kind Code ⁵ (if known)				

Examiner Signature		Date Considered	
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